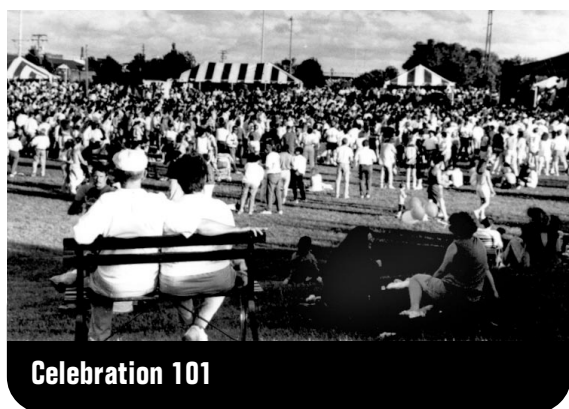


Celebration 101

De Pere's downtown drew 75,000 for Celebration 101 on May 26-27, 1991. The event typified the enthusiasm and community spirit generated by the city's Consolidation Centennial. Set in downtown's Voyageur Park on the bank of the Fox River, and aided by perfect weather the festival included entertainment, food, special activities, a parade and fireworks.

Main Street De Pere and the Business Association worked together to plan and promote the event. It was funded by contributions from the private and public sector, as well as proceeds from concessions and merchandise sold at the event. The planning committee worked closely with the park department, police, city officials, service groups and the business community to build upon the success of the 1990 promotion.



Celebration 101

Celebration 101 was a free event, a key element in its success. Festival organizers believed that the event should be affordable to all. Because no money would be coming in at the gate, most funds were raised before the event. The weather cooperated, and the food and beverage stands were extremely busy. T-shirt and novelty

sales were brisk, and Celebration 101 made a moderate profit.



Celebration 101

Celebration 101 tied together several traditional De Pere events, such as the Memorial Day Parade co-sponsored with the Kiwanis; the Memorial Day Community Picnic; and the De Pere Sports

Festival, which featured a 3-on-3 basketball tournament and a running race. The combined celebration created greater visibility for all organizations involved. Children's activities, a Hole-In-One Contest, and a Venetian Boat Parade were other activities during Celebration 101. Also, the committee organized a "Build Your Own Raft Contest" and a competition for local businesses called "Celebration Show-down." The businesses competed in several games for a trophy. Games included a sack race, a tug of war, and a "drag" race, which featured men in women's clothes in a race to the finish line.

With the assistance of a local radio station, thousands of people heard Keedy, a young female vocalist with a hit song on the charts. She was a tremendous draw for the younger crowd.

Improvements were planned for Voyageur Park so that the city could continue to host this event — which quintupled its population for a weekend in May!

For more information, call the Wisconsin Main Street Program at (608) 266-7531.